



WXYZ

# ORDER

Print Date 10/06/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision      **307160 /**

Original Date / Revision  
08/06/12    10/05/12

Advertiser **MI Energy MI Jobs**

Agency    **Byrum & Fisk**

Buying Contact

**1322 G Street SE  
Washington, DC 20003**

Product  
**MI Energy MI Jobs**

Agency Com    15%

Billing Contact

**1322 G Street SE  
Washington, DC 20003**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1571**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	97	\$82,322.50	\$96,850.00	0.00
<b>Totals</b>	<b>97</b>	<b>\$82,322.50</b>	<b>\$96,850.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	97	\$82,322.50	\$96,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/09/12	10/15/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	11111--			5		\$150.00		0.00				
N 2	WXYZ	10/10/12	10/12/12	5am News M-F 5am News M-F	CM	5-6am M-F	--1-1--	:30	2	\$400.00	P-4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	--1-1--			2		\$400.00		0.00				
N 3	WXYZ	10/09/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 10/06/12

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Contract / Revision **307160** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 10/05/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs**

Estimate # **1571**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/09/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00 NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	22222--					10	\$900.00		0.00		
N 4	WXYZ	10/13/12	10/13/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S-					1	\$250.00		0.00		
N 5	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S-					1	\$350.00		0.00		
N 6	WXYZ	10/13/12	10/13/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S-					1	\$350.00		0.00		
N 7	WXYZ	10/14/12	10/14/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$250.00		0.00		
N 8	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$350.00		0.00		
N 9	WXYZ	10/14/12	10/14/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$350.00	P-4	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					2	\$350.00		0.00		
N 10	WXYZ	10/09/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$500.00		0.00		
N 11	WXYZ	10/09/12	10/15/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$400.00	P-4	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$400.00		0.00		
N 12	WXYZ	10/09/12	10/15/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00 NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$750.00		0.00		
N 13	WXYZ	10/09/12	10/15/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$500.00		0.00		
N 14	WXYZ	10/09/12	10/15/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	11-1---	:30	3	\$600.00	P-4	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11-1---					3	\$600.00		0.00		
N 15	WXYZ	10/09/12	10/15/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-1---	:30	3	\$900.00	P-4	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WXYZ

Print Date: 10/06/12

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Contract / Revision **307160** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 10/05/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**Product **MI Energy MI Jobs**Estimate # **1571**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N15	WXYZ	10/09/12	10/15/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-1---	:30	3	\$900.00	P-4	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11-1---					3	\$900.00		0.00		
N16	WXYZ	10/09/12	10/15/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$1,000.00		0.00		
N17	WXYZ	10/09/12	10/15/12	6p News 6-630pm M-F	CM	6-630pm M-F	11-1---	:30	3	\$1,200.00	P-4	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11-1---					3	\$1,200.00		0.00		
N18	WXYZ	10/10/12	10/12/12	ABC'S Wrlld News Tngh M-F 630-7pm	CM	630-7pm M-F (6:28 PM-6:30 PM)	--1-1--	:30	2	\$1,500.00	P-3	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	--1-1--					2	\$1,500.00		0.00		
N19	WXYZ	10/09/12	10/15/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$1,200.00		0.00		
N20	WXYZ	10/13/12	10/13/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S-					1	\$1,000.00		0.00		
N21	WXYZ	10/14/12	10/14/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$750.00		0.00		
N22	WXYZ	10/09/12	10/15/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11-1---	:30	3	\$1,800.00	P-4	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11-1---					3	\$1,800.00		0.00		
N23	WXYZ	10/10/12	10/13/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	--1-11-	:30	3	\$2,000.00	P-4	0.00 NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	--1-11-					3	\$2,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WXYZ	10/09/12-10/15/12		Late News M-Su		11-1135pm M-Su	--W-FSa--	:30		<del>(\$2,000.00)</del>		0.00 NM		
See MG 23.4														
[news at 1130pm due to NASCAR]														
4	WXYZ	10/13/12-10/13/12		Late News M-Su		11-1135pm M-Su	11:30 PM-12:00	:30		\$2,000.00		0.00 NM		
Ⓜ MG for 23.3 10/13														
N24	WXYZ	10/09/12	10/15/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00 NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$750.00		0.00		
N25	WXYZ	10/09/12	10/15/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M	11111--	:30	5	\$250.00	P-4	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$250.00		0.00		
N26	WXYZ	10/09/12	10/15/12		CM	106am-206am	11111--	:30	5	\$150.00	P-4	0.00 NM	5	\$750.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 106a-206a											
				M-F 106a-206a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	11111--		5			\$150.00		0.00				
N27	WXYZ	10/13/12	10/13/12	Late Fringe SA 1130p-230am	CM	1130pm-230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
				Sa Greys		(12:00 XM-1:00 XM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S-		1			\$250.00		0.00				
N28	WXYZ	10/14/12	10/14/12	Sports Update 1130-12n	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
				SU 1130p-12a		(12:00 XM-1:00 XM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S		1			\$550.00		0.00				
N29	WXYZ	10/15/12	10/15/12	Monday Prime C	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	M-----		1			\$5,000.00		0.00				
N30	WXYZ	10/09/12	10/09/12	Tuesday Prime C	CM	10-11pm Tuesday	-T-----	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
				Tuesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-T-----		1			\$5,000.00		0.00				
N31	WXYZ	10/10/12	10/10/12	Wednesday Prime A	CM	8-9pm Wednesday	--W----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
				Wednesday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	--W----		1			\$4,500.00		0.00				
N32	WXYZ	10/11/12	10/11/12	Thursday Prime C	CM	10-11pm Thursday	---T---	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
				Thursday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	---T---		1			\$5,000.00		0.00				
N33	WXYZ	10/12/12	10/12/12	Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				Friday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	----F--		1			\$4,000.00		0.00				
N34	WXYZ	10/13/12	10/13/12	ABC Saturday Night Football	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				ABC's Saturday Night Foc											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S-		1			\$3,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/09/12-10/15/12		ABC Saturday Night Football		SA 8pm-1130pm	-----Sa--	:30		<del>(\$3,000.00)</del>		0.00	NM		
See MG 34.2															
[NASCAR]															
2	NXYZ	10/13/12-10/13/12		NASCAR		730-1130pm	(7:30 PM-11:30 PM)	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 34.1 10/13															
N35	WXYZ	10/14/12	10/14/12	Sunday Prime C	CM	9-10pm Sunday	-----S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
				Sunday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S		1			\$5,000.00		0.00				
Totals														97	\$96,850.00